

## **The Huntsman Kick-Off to Promote Healthy Weight in Utah**

September 25, 2006

2:00-4:00 P.M.

Governor's Mansion, Third Floor Ballroom

### **Governor Huntsman's Speaking Points:**

Welcomed everyone.

I've called this meeting today because Utah has a critical public health problem – obesity and overweight; a problem that can only be solved through public/private partnerships.

While you'll hear more about the obesity epidemic in a few minutes, I wanted to point out a few facts:

1. Over half of Utah adults are overweight or obese, with 1 in 5 being obese.
2. One in 4 of Utah's children is at an unhealthy weight.
3. Obesity and overweight have severe health consequences, including diabetes, heart disease, certain cancers, arthritis, and sleeping disorders, to name a few.
4. Obesity is becoming a leading cause of health care costs, with Utah estimated to have spent almost \$400 million in 2002 alone.
5. The United States Surgeon General has stated that obesity is the single greatest public health threat to the United States. Millions of young Americans are at risk of living shorter, less healthy lives than their parents.

A population that suffers with obesity and its related diseases is not conducive to a good economy, reducing health care costs, or good quality of life.

Obesity is frequently in the news, and the story is almost always about the struggle of one child, one mother, one father, or one family.

The stories are rarely about the struggle to improve the places where we live, learn, work and play – rarely about schools without PE classes, worksites without fitness or shower facilities, neighborhoods without sidewalks, corner stores without vegetables and fruits.

Recently, the Institutes of Medicine released a report on the progress to battle childhood obesity. There were 2 comments of note about the report:

1. "We still are not doing enough to prevent childhood obesity, and the problem is getting worse," said Dr. Jeffrey Koplan of Emory University and a former

CDC director. "The current level of public and private sector investments does not match the extent of the problem."

2. "More than individual programs, full-scale social change is needed to make healthful eating and physical activity the norm," - Toni Yancey of the University of California, Los Angeles.

The Utah Blueprint to Promote Healthy Weight was developed to do exactly that – guide social change through public and private partnerships.

I am pleased that you are here today, because your invitation was purposeful. You, individually and collectively, are the key to the private/public partnership that is necessary to make the kind of cultural and environmental changes necessary to reverse the obesity epidemic.

It is my hope that you will form the leadership teams proposed in the Blueprint and that you will be involved and accountable to our co-chairs – Dr. David Sundwall and Stan Parrish.

Both of them are highly committed to tackling this problem, and have my complete trust to help guide all of you to success. I will look forward to receiving an annual report on the progress you are achieving together.

Again, I welcome you to the Mansion and look forward to the discussion.

Introduce Mrs. Huntsman.

### **Mrs. Huntsman's Speaking Points:**

Welcomed everyone to the mansion.

As you know from my Power in You campaign, I'm particularly concerned about the well being of our children and youth.

Recently, I've added healthy weight as one of the Power in You focus areas.

I see youth as I travel around the State with some serious health problems. And, I see them responding positively when they listen to others who have been in the same situation and are overcoming great obstacles.

Just last week, we announced a new partnership for the Power in You with Subway sandwich shops. I expect that this partnership will help us reach many youth with messages to eat healthy, be active and maintain a healthy weight.

As a parent, I think it is critical that we be good role models for our children and teens.

It is also important that we work together to make the healthy choice the easy choice at home, school, play and work.

I appreciate your willingness to work on this important health issue to improve the health of Utah's children and families.

I hope you have a productive meeting and look forward to working with all of you.

**Stan Parrish's Speaking Points:**

Thank the Governor and Mary Kay for their leadership on this issue and concern for the children of Utah.

- I. LaDene's report shows we have a problem; We have a pandemic
- II. Wed. 13<sup>th</sup> of Sept. The Prestigious Institute of Medicine released a report "Progress in Prevention Childhood Obesity: How do We Measure Up?". (We started on this a year ago) The chairman of the report committee and former director of the CDC, Jeffrey Koplan, said "Obesity is one of the 21<sup>st</sup> century's most critical public health issues" and declares that efforts now being made in the U.S. to improve children's diets and increase their physical activity are "fragmented and small". "There is no segment of society that is going to solve this alone. It has to be a concerted coordinated effort. That is what is missing now."

Margo Wootan, of the center for science in the public interest hopes the report will make a difference. "There's a lot of hand-wringing about childhood obesity, but the current response is like putting a band-aid on a brain tumor" she said. There are little things going on here and there. But there isn't the coordinated effort that is needed.

- III. There are three areas that we can impact with public policy, tobacco, alcohol and drugs, and diet and exercise. Reduction of tobacco use has been very successful. Alcohol and drugs use has been very successful, alcohol and drugs is making progress and now is the time need to start on obesity.
- IV. The idea/concept we have for you today is to coalesce, coalitions bring together all the fragmented pieces working on obesity in the communities, coordinating the combined efforts, minimizing duplication and hopefully developing a gap analysis (see handouts). This is a three step process:

First: Recognizing we have a problem and what is. We have already done that.

Second: Is identifying resources to fight the problem. We have a good start on that with our “Blueprint” but we would welcome ideas and suggestions for that. The “Blueprint” also have five year plan.

Third: A focused attack on obesity and implementing our plan.

- V. We feel the key to our success is a public/private sector partnership. All levels of Govt. have health and public health programs. The municipalities have parks and exercise facilities. We have our “Health Associations” Heart, diabetes, cancer, arthritis, etc.) They bring many resources and programs to the table. Industry and the media can help change consumer behavior; food, recreation, leisure and entertainment businesses can share responsibility for helping reduce obesity in our children. Health providers and related third party providers can assist with education and son on. If we all work together we can have an impact on this problem and we all benefit.
- The Gov. has made economic development a priority in his administration. There are economic drivers in promoting a healthy Utah. Businesses benefit when we have increase worker productivity (example of McDonald Douglas) lower absenteeism cost saving on health benefits (\$1300) to name a few. This applies to private and public employees.
- VI. How do we accomplish this shared vision? I suggest the best structure for this type of an organization is A 501 C 3. We can use private funding and public funding. We are independent and autonomous and we can build our own structure. I believe we will not compete with existing entities to divide up the same pie but we will expand the pie. A 501 C 3 is like a cooperative, we all have ownership in it and control of it’s governance by a board. There are some critical elements that should go into this organization. Diversity.... obesity cuts across all socio-economic and ethic bounds. Coordination of all entities with obesity programs, including national, (HHS is very interested in out model) and serve as coordinating point for these efforts.... evaluation and monitoring of efficacy of programs and sharing of lessons leaned.... research and planning but most importantly a central point where we can focus on coordinate our efforts against this pandemic we face. It can be as robust or a Spartan we want to make it. We can have a coordinator/director, researchers, trainer/teacher, etc.
- VII. The next section will be a breakout where we will discuss programs, needs to be met and how to prioritize both. We also would like to start building a budget to see how much funding this long range plan will require.

Give us your thought and ideas.

### **Dr. Sundwall's Speaking Points:**

Thank you all for demonstrating your commitment to addressing overweight and obesity in Utah by being here this afternoon and participating in the discussion.

Thanks to Governor and Mrs. Huntsman and Stan Parrish for their leadership.

It is evident from this afternoon's discussion that we can make the healthy choice the easy choice at home, school, work and play in Utah.

Together, through public/private partnerships, we will make Utah the first state in our nation to reverse these overweight and obesity trends.

I believe Utah will serve as a national model to other states hoping to achieve a similar reversal of trends.

### **THE NEXT STEPS:**

- This meeting is only a first step in implementing these critical efforts. We are asking you, and the organizations you represent, to take ownership of these issues by committing to long-term action.
- You have been given two documents:
  1. **Partnership Commitment for The Utah Blueprint to Promote Healthy Weight in Children, Youth, and Adults**
  2. **Utah Blueprint Participation Grid**

We ask that **by two weeks from today, Monday October 9<sup>th</sup>**, you complete these forms and send them back to me using the self addressed stamped envelope.

- We will compile and distribute to you:
  - Summaries from today's discussion sessions;
  - Names and contact information for all participants;
  - Membership and chairs for all Blueprint Implementation Leadership Teams;
  - Other important information from this meeting; and
  - The Utah Blueprint Participation Grid, with all of your input.
- Would like to take a few minutes to talk with you about future meetings: preferred meeting frequency (quarterly, bi-annually, annually).
- Identify date and time for next meeting of the entire group. Location TBD

Closing thank you and closing comments